

# ANSWERS

## VOCABULARY (p.4)

1. e    2. a    3. d    4. c    5. b    6. g    7. f  
8. i    9. n    10. l    11. m    12. j    13. h    14. k

## TRUE / FALSE (p.5)

- 1 F    2 T    3 T    4 T    5 F    6 T    7 T    8 F

## SYNONYM MATCH (p.5)

1. g	2. c	3. a	4. i	5. j
6. e	7. d	8. b	9. h	10. f

## COMPREHENSION QUESTIONS (p.9)

- Shrinkflation
- Larger boxes
- Psychology
- Price
- Prices do not rise
- Its flagship product
- Costs
- Reduce the weight of chocolate bars
- The service industry
- Free services

## WORDS IN THE RIGHT ORDER (p.19)

- A phenomenon is taking hold across the world.
- Companies reduce the size of products and services.
- It is in reaction to the rising prices.
- Consumers are more sensitive to price than quantity.
- Most shoppers will still make a regular purchase.
- Shrinking the size of one of its products.
- We look to absorb costs in this environment.
- The service industry is also being inventive.
- Guests must request the cleaning of their room.
- Many free services we have taken for granted.

## MULTIPLE CHOICE - QUIZ (p.10)

1. c    2. a    3. a    4. b    5. d    6. b    7. a    8. c    9. d    10. a

## ALL OTHER EXERCISES

Please check for yourself by looking at the Article on page 2.  
(It's good for your English ;-)